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(71) Applicant: **Google Inc.**, Mountain View, CA (US)

(72) Inventors: **Poorva Arankalle**, Redmond, WA (US); **Brienne M. Finger**, Kirkland, WA (US); **Lin Liao**, Bothell, WA (US); **Manish Gupta**, Santa Clara, CA (US); **Rajas Moonka**, San Ramon, CA (US); **Reuven Lax**, Seattle, WA (US); **Jill A. Huchital**, Saratoga, CA (US)

(73) Assignee: **Google Inc.**, Mountain View, CA (US)

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(57)

**ABSTRACT**

Techniques for presenting a content item with a media item are described. The techniques include receiving user input indicating a placement preference for a content item to be presented with a media item. The placement preference indicates a presentation preference of the content item relative to presentation of the media item. The placement preference is used to influence selection of a media item with which the content item is to be presented.

